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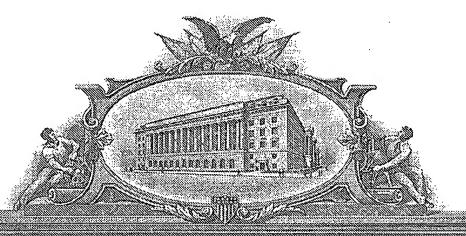
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ARY	STREETER		ANDOVER	R, MASSACHUSETTS		
Additional inventors are being named on the	100	separately numbe	red sheets et	teched hereto		
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Preprinted Lottery Tickets using a Player Activated Electronic Validation Machine (EVM) Ken Irwin, Gary Streeter, and Chuck Kline

April 25, 2005

This provisional application proposes a methodology for using a player activated, Electronic Validation Machine (EVM) to determine the prize value of a preprinted lottery ticket through the use of entertaining digital games. Thus, the EVM enhances the player's experience, and gives the lottery ticket a perceived extra value.

I. Traditional Instant Win Lottery Tickets

Scratch-off or instant win lottery tickets have been a staple of the lottery industry for decades. They have been enjoyed by billions of players over the world for years. Innovations in instant win ticket game design have sustained the product and allowed for growth. Though, recently the instant win lottery ticket market sales increases have become relatively flat.

One method of combating this undesirable trend is to produce higher payout instant win tickets. However, most lottery jurisdictions regulate payout percentages by charter and therefore cannot utilize higher payout tickets as a means of increasing sales. It is therefore desirable to develop a new methodology of marketing instant win lottery tickets where the player perceives added value independent of increases in payout percentages.

Another method is to expand the distribution of instant tickets to new locations like super market checkout lanes. However, the logistics and security problems associated with placing instant lottery tickets in super market check out lanes has hitherto made this expanded distribution impractical.

A third method is to enlarge the instant ticket to expand the limited amount of play (a.k.a. scratch-off) area to create an extended play experience. These larger tickets permit larger or multiple play areas (e.g., Bingo games). But, the physical size of a ticket can be increased only by a limited amount. Typically the largest tickets measure 4 x 10 inches and, at that size, are cumbersome. The players often perceive that the playing time does not reflect the higher cost of larger tickets.

II. Player Activated EVM

A player activated EVM (see Figure 1) that accepts conventional-appearing instant tickets provides a higher perceived value by dynamically enhancing the player's experience. The attached mechanical drawings illustrate one embodiment of the EVM. With a player activated EVM, the player would purchase instant tickets, insert the tickets into the EVM, and play a computer type game in which the outcome (i.e., prize value) and game type were determined by the instant ticket.

1

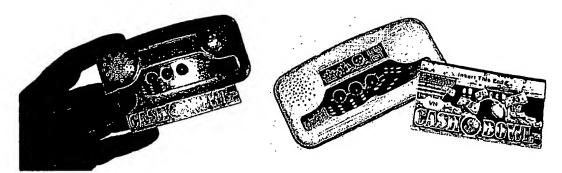


Figure 1: Player Activated EVM with Instant Ticket

The player activated EVM, is a relatively small¹, inexpensive electronic device, which is used in conjunction with (special) printed instant tickets to create this new generation gaming device. The player purchases the EVM and uses it to play the game encoded on the special instant tickets. The special tickets cannot be played without using the EVM. The combination is somewhat like the Gillette razor. The EVM can be almost given away. It is the blades (i.e., the special tickets) that cost the money and make the lottery's profit.

In one embodiment, the prize information is encoded in the special ticket's conductive ink jumpers using binary math². The EVM reads the ink pattern data and then 'knows' what the final prize value is and the type of game to be played. The validation barcode could be the traditional lottery Interleaved Two-of-Five (I2of5) with associated validation number. In this embodiment, this barcode is synchronized with the special ink pattern so the two agree on the prize amount. The special ticket will add to the play value of the EVM by adding, as an example, push-buttons on the tickets which control the action of the EVM, or circuitry that controls the EVM play action or play outcome.

An alternative embodiment has the play information represented as a second, encrypted, barcode (e.g., code 128). This play information may include such things as the game to be played, the Prize Level of the Ticket, the value of the 3 Box Digits (a.k.a. Validation Number), etc. This barcode will be read by the EVM prior to playing the game encoded in the ticket.

In another embodiment, the instant ticket may employ a scratch-off area protected by electrical circuitry. When the ticket is inserted into the EVM, the device will read the jumpers to determine the game type and prize value, and then prompt the player to scratch-off the specific area protected by the circuitry to reveal a validation number. When the player has scratched off the latex (sensed by the circuitry) the game will proceed. The process of sensing that the scratch-off coating is first intact and then destroyed both stigmatizes the ticket (i.e., ensures that it cannot be played again) and protects against unscrupulous retailers prescreening tickets for high-tier winners.

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Designed to accommodate a standard 2"x4" instant win ticket.

² Thus, 2 jumpers will permit encoding 4 prize levels, 4 jumpers will permit encoding 16 prize levels, etc.

In all of the embodiments, the player uses a special instant ticket to activate the EVM, play a computer style game, and (possibly) win a prize determined by the instant ticket. Unique instant tickets are used to actuate the EVM, to permit standard EVM hardware and software manufacturing — i.e., all EVM devices are identical, with the differences in games and play determined by the instant ticket. This standardization of EVM hardware and software:

- Greatly reduces the logistical complexity of handling seeded (i.e., different prize outcome) electronic cards
- Reduces costs of the EVM or electronic card
- Changes the economics of electronic card sales (i.e., one EVM may play several
 games actuated by multiple different instant tickets) allowing the EVM to be sold
 at costs or even given away

Thus, the player activated EVM and associated custom tickets build on the instant ticket product by offering dynamic game action and even sound to correspondingly enhance the player experience and perceived value.

III. EVM Details

In one embodiment of the player activated EVM and associated instant ticket, special conductive inks printed with conventional printing methods are employed, allowing information to be encoded on what is otherwise a standard instant win lottery ticket. In this embodiment electrical connections could include direct electrical contact, Radio Frequency (RF), capacitive or magnetic coupling between the EVM and a unique Electronic Lottery Ticket (ELT). Examples of the types of information that can be transferred include but are not limited to such things as a game type identifier, prize level, and activation code.

Alternate embodiments include the use of a variety of 1D and 2D encrypted barcodes on the printed ticket, which are read and decrypted by the EVM. The two techniques can also be combined to produce additional card options.

In all cases, the EVM can contain a variety of game types and prize levels of which specific types and outcomes are then activated when the EVM reads the instant ticket data. When the instant ticket is inserted into the EVM, the ticket data is transferred and the EVM then presents the appropriate validation game to the player. Because the ticket's game is contained within electronic memory, the playtime and thus perceived value of the game can be increased far beyond the capability of a standard scratch ticket to support. Instant tickets measuring 2 x 4 inches, as an example, could produce a game that lasts for several minutes.

The use of a graphics display and associated EVM sound 'bites' makes the new ticket game a multi-media experience. Winning plays can be announced both visually and audibly. Anticipated capabilities include the possibility of physically modifying the ticket characteristics (by scratching areas on the ticket) during game play to add another dimension to the game.

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The use of programmable memory or external memory 'pods' will permit the player to personalize his EVM so that it contains, for example, only preferred game types or prize levels. Contents of the EVM can thus be modified at the Point Of Sale, for example, to include the player's favorite numbers or purchase record, or name and password to provide player allegiance information or provide gifts or coupons based upon the record of purchases. In addition, the multi-media capability of the EVM provides a unique opportunity to display local advertisements or announcements for a player or region unique parameter, for example, Jim, shop at Bill's Variety, Washington St., Yourville.

Because the EVM is not a gambling device per se (the instant ticket is the gambling component), sales of the device may avoid limitations associated with standard lottery tickets. For example, the EVM may be sold anywhere containing only conventional games of skill (e.g., Tetris) and the owner can then purchase instant tickets at the conventional lottery outlet to play gambling style games. This characteristic of the EVM may permit downloading games over the Internet as an example.

IV. Electronic Lottery Tickets (ELTs)

In the embodiments that employ electrical circuitry, the Electronic Lottery Ticket (ELT) as previously mentioned, is printed with a variety of conductive electronic circuits. These circuits may be unique on each ticket by the use of conductive ink-jet inks. However, because standard printing processes (e.g., intaglio, flexo, etc.) print a repetitive sequence of tickets, a laser trim technique may be used to produce randomly unique tickets.

A unique solution to the standard printing process problem is as follows. Several different prize levels are printed on a single symmetrical ticket — e.g., four prize levels on the four sides of a square or eight prize levels on the eight sides of an octagon or a multiplicity of 'spokes' of data printed on a circular ticket. A single scratch area on the ticket reveals ink-jet imager information that tells the player which side (i.e., what orientation) of the ticket to interface with the EVM. The encrypted barcode on the reverse of the ticket is synchronized with this ink-jet image. This technique obviates the necessity of printing unique conductive circuitry on each ticket.

Additional circuits (some scratchable and some not) located on the ELT can be used for a variety of functions including starting the game, ending the game, changing the game's play sequence, and even serving as pushbuttons to provide additional control capability.

Furthermore, special ELT cards can be used to provide an activation code for the EVM. For example, the special activation card could contain an encrypted barcode. The barcode would be read and decrypted at the point of sale and used to generate a sales slip containing a multi-digit activation key, which is synchronized with the card. Later when the activation card is inserted into the EVM, the information contained on the activation card is read by the EVM and used, as a key to determine if the activation key data entered by the EVM keypad is correct. Theft of EVMs would thus be discouraged since the stolen unit would not function without the sales receipt.

